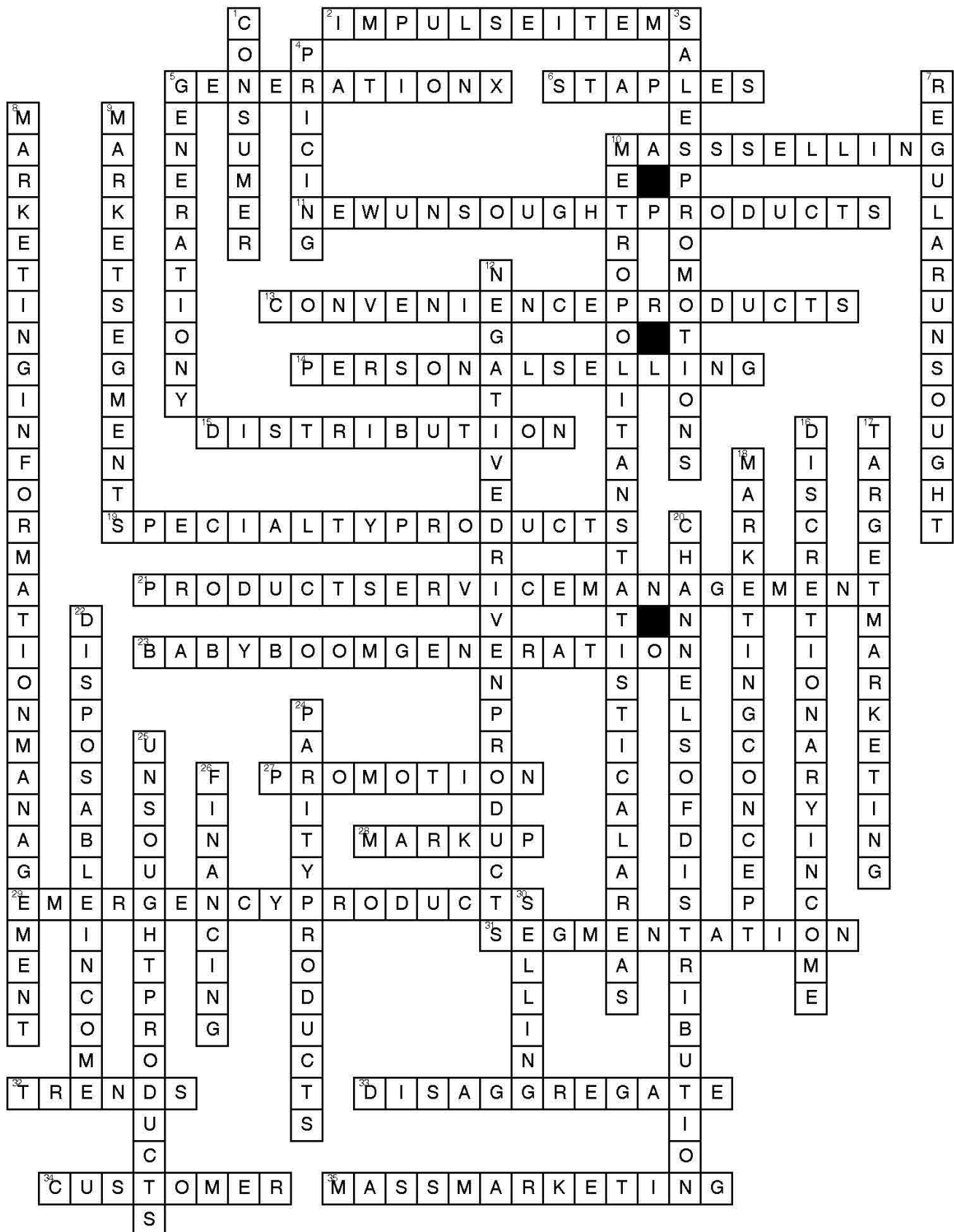


# Marketing Concepts



# Marketing Concepts

## Across

2. products the customer had not planned to buy but were at the right place at the right time; sales may be lost if customers do not see these items at the right place and right time [IMPULSEITEMS]
5. babies born between 1965-1977; children of dual-careered parental homes and rising divorce rates; media savvy; big spenders in cosmetics, electronics, clothing and entertainment; reached through sharp images music and humor [GENERATIONX]
6. products bought often, routinely and without a lot of thought [STAPLES]
10. involves communicating with large numbers of consumers at one time [MASSSELLING]
11. completely new products people do not know about [NEWUNSOUGHTPRODUCTS]
13. items of necessity consumers usually do not want to spend a lot of time or money buying [CONVENIENCEPRODUCTS]
14. involves direct spoken communication between sellers and consumers [PERSONALSELLING]
15. using channels to get products to consumers [DISTRIBUTION]
19. items especially sought items by consumers; less comparison shopping than other types of products [SPECIALTYPRODUCTS]
21. developing, improving and maintaining a product mix [PRODUCTSERVICEMANAGEMENT]
23. babies born between 1946-1964; aging population; are of interest to companies promoting products related to aging populations [BABYBOOMGENERATION]
27. applying promotional techniques to potential customers [PROMOTION]
28. increase in cost [MARKUP]
29. products especially sought out by consumers usually for emergency reasons; no time to shop around [EMERGENCYPRODUCTS]
31. aggregating process which clusters people with similar needs into market segments [SEGMENTATION]

## Down

1. person who uses the product [CONSUMER]
3. involves promotional activities other than advertising, publicity and personal selling raising interest, trial or purchase by customers other channel members [SALESPROMOTIONS]
4. determines prices for products in order to maximize profit [PRICING]
5. babies born between 1977-1997; children growing up in computer-dense environment; comfortable with computers; are attractive to marketers for building lasting consumer loyalty [GENERATIONY]
7. products remain unsought but not forever such as gravestones and encyclopedias [REGULARUNSOUGHT]
8. managing market information to maximize business decisions [MARKETINGINFORMATIONMANAGEMENT]
9. similar group of consumers responding to the same marketing mix [MARKETSEGMENTS]
10. created by the government to help distribute federal aid; used by marketers to target consumers and launch promotional campaigns [METROPOLITANSTATISTICALAREAS]
12. products purchased due to the consumer's negative view of other comparable products such as bottled water [NEGATIVEDRIVENPRODUCTS]
16. money left after basic living expenses have been paid [DISCRETIONARYINCOME]
17. applies to a fairly homogeneous group of consumers [TARGETMARKETING]
18. business must satisfy needs and wants of their customer to compete [MARKETINGCONCEPT]
20. series of companies who participate in the flow of products from producer to the final customer [CHANNELSOFDISTRIBUTION]
22. money left after taxes are taken out of paychecks [DISPOSABLEINCOME]

# Marketing Concepts

## Across

- 32. changes in households, the economy, politics and workplace; changes in personal attitudes about health, time, fun and general living [TRENDS]
- 33. reduce the marketing focus to product-market areas where companies are more likely to have a competitive advantage [DISAGGREGATE]
- 34. person who buys the product [CUSTOMER]
- 35. applies to a more heterogeneous group of consumers [MASSMARKETING]

## Down

- 24. products seen as little-interest and little-involvement products; hard for marketers to distinguish these products from others; example light bulbs and toilet paper [PARITYPRODUCTS]
- 25. items customers do not yet know they want or need to buy; promotion is the only way for marketers to raise awareness of the product [UNSOUGHTPRODUCTS]
- 26. obtaining the money necessary for business operations [FINANCING]
- 30. providing consumers with the products and services they desire [SELLING]